

City of Alexandria, Virginia

MEMORANDUM

DATE: NOVEMBER 16, 2016

TO: MEMBERS OF THE TRANSPORTATION COMMISSION

FROM: CARRIE SANDERS, DEPUTY DIRECTOR, T&ES

SUBJECT: AGENDA ITEM #5 - FISCAL YEAR 2018 VIRGINIA DEPARTMENT OF RAIL AND PUBLIC TRANSPORTATION (DRPT) TRANSPORTATION DEMAND MANAGEMENT (TDM) OPERATION GRANT

ISSUE: City match for the fiscal year 2018 Department of Rail and Public Transportation (DRPT) Transportation Demand Management (TDM) Operation Grant.

RECOMMENDATION: That the Transportation Commission endorse the application to DRPT and recommend approval of required City matching funds for the fiscal year 2018 TDM Operation Grant.

DISCUSSION: TDM is the application of policies and strategies that attempt to change travel behavior in order to increase the efficiency of the City's transportation system. Through the use of incentives, education, and marketing, TDM promotes more efficient use of the existing transportation system by influencing the time, route, or mode selected for a given trip. It also increases travel choices, offering the opportunity to choose how, when, and if travel will be by car or by some other mode, with the goal of managing demand on the transportation system.

TDM supports the City's 2008 Transportation Master Plan which envisions a "transportation system that encourages the use of alternative modes of transportation, reducing dependence on the private automobile." TDM measures also directly benefit the environment by reducing greenhouse gas emissions from vehicles, supporting the Eco-City Charter, improving public health, and creating stronger communities and a more prosperous and livable Alexandria.

The City has operated a TDM program since 1981 and each year has applied for and received funds from the Commonwealth of Virginia. The City's program, GO Alex (formerly known as Local Motion), administers TDM based programs and is coordinated by the Transit Services Division in Transportation and Environmental Services (T&ES). Over the next several months the TDM Program will systematically introduce the new name and brand to customers with a launch campaign and through a variety of different marketing and advertising channels.

For FY 2016 the GO Alex website had large increases in user hits from the previous fiscal year. There was a 58 percent increase in unique visitors, which is a new user that has never been to the website before, a 63 percent increase in number of visits, when someone reaches our website from a referring source outside the website domain, and a 58 percent increase in page views, which is counted when a page on our site is loaded by a browser.

The Mobile Transit Store, which began operating in October 2015, was deployed over 200 times last fiscal year and had over \$38,000 in sales. Through event attendance and retail partners GO Alex distributed over 25,000 brochures and had over 10,000 customer engagements, which is an estimate as to the number of people exposed to our outreach.

The Metropolitan Washington Council of Government (MWCOG) 2016 State of the Commute (which comes out every three years) reports the following regional findings, which are important measures to evaluate the performance of the City's programs. City specific data will be released in early 2017.

	2013 Regional State of the Commute	2016 Regional State of the Commute
Drive Alone Rate	66%	61%
Transit Use	17%	20%
Telework Use	26.5%	32%

In FY 2018, DRPT will develop TDM performance measures to provide grantees with program feedback and encourage changes that lead to improved efficiency and effectiveness. Performance measures will help GO Alex be accountable to Council and stakeholders and also help communicate program strengths, weaknesses, and opportunities.

The City will need to provide a 20 percent local match in the amount of \$60,235 to match the DRPT amount of \$240,942 in State funds, for a total program budget of \$301,177. The local match funds will be included in the FY 2018 proposed operating budget. If local match funds are not included in the FY 2018 operating budget, the City may withdraw, or otherwise amend, the grant application.